

IN FAVOUR OF PUBLICATION.

Coimbatore celebrates World Toilet Day

The World Toilet organisation cognisant of the need for an international day to draw attention towards sanitation and focus on need to make toilets accessible to everyone has designated 19 November as the World Toilet Day, since 2001. Every year the day is observed by different stakeholders like Governments, NGOs and private players, who are majorly involved in improving the access to better sanitation, which always begins with a clean toilet where a person can attend to 'nature's call' safely.

This year's theme 'When Nature's Calls' focusses on the principle idea of spreading awareness on importance of toilets in improving sanitation, and at the same time encourages people to think about the huge ecological crisis caused by the release of untreated fecal sludge into the environment. Focusing our efforts on treatment of human waste is important as it contaminates the water and soil, which sustains human life. Therefore, this year's World Toilet Day sends out the clear message ***"when nature calls, mankind has to listen and act"***.

Observation of World Toilet day at Coimbatore:

The Tamil Nadu Urban Sanitation Support Programme (TNUSSP) and Keystone Foundation have been working in the area of Fecal Sludge Management in the town panchayats of Periyanaicken-palayam and Narasimhanaicken-palayam in Coimbatore district.

On 21st of November World Toilet Day **will be** celebrated in Coimbatore in a novel way. A day long campaign is being organised in the city during which a mobile vehicle carrying the message of World Toilet Day will ply across the city. The vehicle **will** focus on gathering responses and opinions from a cross section of the public on access, usage, knowledge and perceptions in relation to toilets and septage management.

The mobile vehicle will also focus on creating awareness on the sanitation value chain of access, safe containment, collection, disposal, treatment and reuse of treated fecal sludge. During the campaign, the general public will be asked question on toilets, septic tanks, water usage in flushing etc. Bringing out mixed and interesting responses from the public will help mainstream sanitation as well as ensure the realisation that sanitation is a crucial part of one's everyday life, and it cannot be brushed away due to ignorance or embarrassment.

PLEASE ADD SOME INTERESTING COMMENTS/ RESPONSES FROM THE PEOPLE.

ALSO ADD PHOTOGRAPHS BEFORE SENDING IT OUT.

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